

AZ CCC NEWSLETTER

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Comprehensive cancer control is a collaborative process through which a community pools resources to reduce the burden of cancer, by working to achieve:

- Risk Reduction
- Early Detection
- Better Treatment
- Enhanced Survivorship

State Plan Unveilings

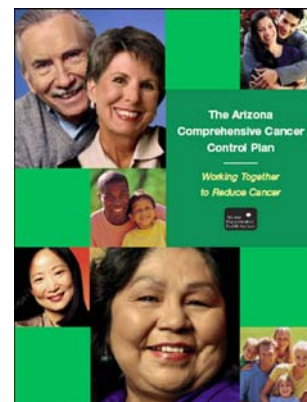
The State Comprehensive Cancer Control Plan was unveiled July 7, 2005. Stakeholders from all over the state were invited to attend the daylong conference, co-sponsored by the Arizona Department of Health Services, American Cancer Society, the Arizona Cancer Center, and the Inter Tribal Council of Arizona.

The Cancer Center at Flagstaff Medical Center sponsored the second CCC Plan unveiling, which was held in Flagstaff on November 17, 2005. The Medical Center worked collaboratively with the CCC Program and the American Cancer Society to develop the agenda and market the event. More

than 1,500 invitations were sent to health professionals, community members, non-profit organizations, and Native American stakeholders in Northern Arizona.

The Arizona Cancer Center hosted and sponsored the Tucson CCC Plan

unveiling on December 5, 2005. The Arizona Cancer Center also worked collaboratively with the CCC Program and the American Cancer Society to develop the agenda and market the event. Sunstone Cancer Support Centers, an active CCC partner, also assisted. The Arizona Cancer Center provided the meeting facility, videotaping equipment, beverages and snacks for



the event. More than 100 health professionals, community members, and CCC Coalition members attended the event. The Tucson CCC unveiling was highlighted in the *Arizona Daily Star* in addition to three local television broadcasts and the KUAT news, which is the PBS affiliate in Tucson.



Participants of the July 7, 2005 CCC Plan Unveiling: (Left to right – Dr. Jody Pelusi, John Craft, Dr. Armin Weinberg, Kevin Brady, Dr. Charlton Wilson, Dr. Tim Byers, Dr. Tim Flood)

CCC Mini Grants Awarded

The Comprehensive Cancer Control provided mini-grants to five community and non-profit organizations to support initiatives that focus on the 15 priorities in the Arizona Comprehensive Cancer Control Plan. \$10,000 was awarded to each grantee. The awards provide seed money to further CCC activities in the State of Arizona. The grantees are required to collaborate and provide additional in-kind support for the projects. The projects will be completed by June 2006.

The CCC steering committee and coalition have been very supportive and enthusiastic of the opportunity afforded to members of the cancer control community to forward CCC initiatives through the funding of these projects.

Women's Health Registry Pilot Program

Organization: Arizona Board of Regents, University of Arizona-
Goals: (1) Raise awareness and knowledge of the importance and relevance of participating in clinical trials. (2) Increase recruitment of women, particularly Hispanic and American Indian women, to clinical trials and research studies at the University of Arizona.

Analysis of Community Resources for Diagnosis and Treatment of Cancer — with an Emphasis on Telemedicine, Resource Sharing and Development of Strategies for Creating In-roads for Communities to Have Greater Options for Care

Organization: North Country Community Health Center
Goal: Determine the resources available for cancer diagnosis and treatment and the utilization of telemedicine in the State

of Arizona and its accessibility for cancer diagnosis and treatment.

Navajo Reservation Gastrointestinal Cancer Prevention Program

Organization: University of Arizona, Arizona Cancer Center
Goal: To reduce morbidity and mortality from Hp-related gastric cancer and colorectal cancer in Native Americans in the Navajo population.

Cultural Competency Training

Organization: American Cancer Society, Great West Division, Inc.
Goal: Increase cultural competency skills among the cancer control community in Arizona.

Arizona BAG IT Training

Organization: BAG IT (non-profit)
Goal: To train Arizona cancer advocates to implement and support BAG IT projects in their communities.

We are on the Web!

www.azcancercontrol.gov

gov

Upcoming events

Meeting minutes

CCC Plan

Membership Form

Much, much more!

Cancer Forums

The first Cancer Forum, "Cancer and Women's Health" was held on February 24, 2006 at the Flinn Foundation in Phoenix. Cutting-edge research on breast and ovarian cancer was presented at the event. Dr. Laura Tillman, Chief of Surgery at the Phoenix Indian Medical Center, presented on a recently published study entitled "Breast Cancer in Native American Women Treated at an Urban Based Indian Health Referral Center, 1982-2003". Dr. Heather Cunliffe from Translational Genomics Research

Institute (TGen), and Dr. Molly Brewer, a Gynecologic Oncologist from the Arizona Cancer Center also shared their current women's cancer research in Arizona.

The second Cancer Forum was held on May 12, 2006 at the Flinn Foundation in Phoenix. The forum focused on Colorectal Cancer Screening. Dr. Tim Flood of the Arizona Department of Health Services presented an epidemiologic overview of the *Colorectal Cancer in Arizona*. Dr. Linda Larkey presented on

Increasing Rates of Colorectal Cancer Screening: Lessons from Arizona and Beyond. Dr. Peter Lance presented on his research on *Colorectal Cancer Screening on the Navajo Reservation*.

Additional Cancer Forums will be scheduled throughout the year. Please watch your e-mail and the CCC website for event announcements.

Cultural Competency Training

A Cultural Competency training titled, *Working Effectively with American Indians* was presented by Pam Iron of the National Indian Women's Health Resource Center on January 25th – January 27th. Many Comprehensive Cancer Control Coalition Partners participated in this unique one-day training. Topics included Cultural Aspects of American Indians; Historical, Legal, and Political Perspectives; Tribes of Arizona; Historical Trauma Response; Learning Styles;

and Protocols for Working with Tribes. In addition, representatives from the White Mountain Apache Tribe shared their personal stories and experiences. Based on participant feedback and training evaluation results, the program was a huge success!

A Tribal Cancer Initiative workgroup has been formed as a result of the trainings to improve relationships with the 21 Arizona tribes to increase access and awareness of cancer among

American Indian populations, both rural and urban, as a component of the Comprehensive Cancer Control Plan and Well Women HealthCheck Program.



CCC Marketing and Communication Tools Available

Toolkit

The Centers for Disease Control (CDC) has developed a CCC toolkit. A draft version and usage guidelines has been created by CDC and distributed to all state CCC programs. As soon as the final version is received, the Coalition will begin to incorporate these materials into current marketing efforts.

Brochure

The CCC brochure is now

available! It will be distributed at various events throughout Arizona. Additionally, it will soon be available to download from our website, www.azcancercontrol.gov.

CCC Website

The CCC website, www.azcancercontrol.gov, features upcoming events, meeting minutes, the State CCC Plan, CCC membership form, committee information, and much more. Be sure to check out the site!

Listserv

The CCC Listserv is the primary method of communication for the coalition. All CCC members are automatically added to the Listserv database. If your contact information has changed or you have any cancer-related information you would like disseminated through the Listserv, please contact Jennifer Kjos at kjosj@azdhs.gov or 602-364-1498.

Legislative Updates

House Bill 2398 passed and was signed by the Governor allowing the Board of Pharmacy to create a prescription drug repository system. This will allow for medication donations to be redistributed to low income, uninsured/underinsured Arizonans.



Table Talk - Committee Updates

Prevention Committee

Sharon McKenna, Prevention Committee Chair; Lisa DeMarie, Nutrition/Physical Activity Subcommittee Chair; Dr. Scott Leischow-Chair, Tobacco Subcommittee Chair

As an integral part of the CCC Plan, the prevention committee has recognized the importance of sun safety and incorporated related messaging into all prevention activities. Recently, the CCC Program was approved to use CDC carry-over funds to develop and implement a sun safety campaign in partnership with Major League Baseball's Arizona Diamondbacks.

The campaign will consist of a segment on the *D-backs Playin' Hardball* show on KTVK TV Channel 3; a feature on sun protection in the *Diamondbacks Magazine*; distribution of sunscreen and sun safety education materials to all children participating in the Diamondbacks Training Center camps; and an in-game feature during every Sunday home game. The feature is aptly titled "The ADHS Sun Safety Race," in which children team up with their parents against other participants to see who can put on pink face sunscreen, white lip sun

block, jumbo sun glasses, long sleeves, and a wide-brimmed hat the fastest! The race will take place on top of the home dugout, and the winning team will receive an ADHS prize pack. The feature will also be accompanied by a public address and messaging on the matrix board regarding the importance of sun protection.

Look for the sun safety campaign at the Arizona Diamondback's baseball games!

Early Detection and Screening Committee

Chairs: Jennifer Lenz, Virginia Warren
The committee is working to:

Increase the proportion of women aged 40 years and older who have had a mammogram and clinical breast exam to 70%; For adults aged 50 years and over, increase the

proportion of the population who has been screened for colorectal cancer using colonoscopy, sigmoidoscopy, or fecal occult blood test to 50%; and support collaboration among existing agencies in order to disseminate information about current and developing screening methods and tools.

The committee is working to develop a capacity building conference to address the issue of increasing breast and cervical cancer screening rates.

Diagnosis and Treatment Committee

Chair: Becky Howard

The Diagnosis and Treatment committee received one of the five mini grants awarded by the CCC Program. They will conduct an analysis of community resources for diagnosis and treatment of cancer with an emphasis on telemedicine, resource sharing, and development of greater community options

for care. The committee is currently working on developing a matrix of services.



Quality of Life Committee

Chairs: Dr. Donald Brooks, Patricia Harmon

The committee has been developing a post-treatment survivorship navigation and education program which would involve education of and by physicians, development of new navigation materials for patients, counseling, introduction of survivors to new life skills and introduction to complementary therapies.

The committee has had speakers present different topics at its meetings. The committee will meet with the health disparities committee to help develop and participate in town hall meetings in Arizona to identify needs and resources in rural Arizona communities.



Research Committee

Chair: Dr. John Carpten

The research committee is building a cancer network analysis to analyze research facilities within the state, see how they are connected, and determine any missing links. Scott Leischow and Keith Provan are the leaders on this project. The committee continues to apply for outside funding to supplement the

network analysis project. The CCC Program has committed money to this project and the committee recently applied for an ADHS grant. They are also working on gathering data from the cancer registry to determine facilities that have tissue samples. Dr. Tim Flood and Dr. John Carpten are the leaders for this data gathering.

Health Disparities Committee

Chairs: Veronica Perez, Maria Tirado

This committee was created because disparity-related issues were addressed in each chapter of the CCC Plan. The committee has reviewed and developed objectives, strategies, activities. Its objectives by 2010 are to: Produce and disseminate usable cancer disparity information;

Increase cancer health

disparity education and training;

Key decision makers will actively support the identification and reduction of the leading cancer health disparities for their communities; and

Evaluate progress in identifying and reducing cancer disparities.

To view the committee's strategies and activities, visit the CCC website at www.azcancercontrol.gov and click on the CCC Committees

link.

The committee held a Reducing Cancer Disparities in Arizona Conference on June 19, 2006. This project was partially funded through one of the five mini grants awarded through the CCC Program.

Upcoming National Cancer Observances

September 1-30
Ovarian Cancer Awareness Month

September 19
Take a Loved One for a Check-up Day

October 25
Healthy Lung Day

September 1-30
Prostate Cancer Awareness Month

October 1-31
National Breast Cancer Awareness Month

September 1-30
Childhood Cancer Month

October 1-31
Healthy Lung Month

Upcoming Events

July 19, 2006, 10:30 a.m.
Multidisciplinary Treatment of Head and Neck Cancer Teleconference.
To register, call 800-813-HOPE
or visit www.cancercare.org
Sponsored by *CancerCare*

August 2, 2006, 10:30 a.m.
Update on the Management of Diarrhea Teleconference
To register, call 800-813-HOPE
or visit www.cancercare.org
Sponsored by *CancerCare*

July 27, 2006, 10:30 a.m.
Medical Update on Ovarian Cancer Teleconference.
To register, call 800-813-HOPE
or visit www.cancercare.org
Sponsored by *CancerCare*

Links

Additional information and resources may be obtained from the following organizations, which have partnered to help coordinate and leverage comprehensive cancer control efforts made at federal, state, and local levels:

National Partners

American Cancer Society (ACS)
www.cancer.org/

American College of Surgeons (ACoS)
www.facs.org

Association of State and Territorial Health Officials (ASTHO)
www.astho.org

C-Change (formerly the National Dialogue on Cancer)
www.ndoc.org/default.asp

CDC's Division of Cancer Prevention and Control
www.cdc.gov/cancer

Chronic Disease Directors (CDD)
www.chronicdisease.org

Health Resources and Services Administration (HRSA)
www.hrsa.gov

Intercultural Cancer Council (ICC)
<http://iccnetwork.org>

National Cancer Institute
www.cancer.gov

North American Association of Central Cancer Registries
www.naaccr.org

U.S. Preventive Services Task Force
www.ahrq.gov/clinic/uspstfix.htm

Lance Armstrong Foundation
www.livestrong.org

